

VERIFICATION REPORT FOR CALIFORNIA RESIDENTIAL CFL GIVE-A-WAY EVENTS

**Submitted To:
California Public Utilities Commission
Energy Division**

July 29, 2008



Submitted to:

Jean Lamming
California Public Utilities Commission
505 Van Ness
San Francisco, CA 94102

Submitted by:

Summit Blue Consulting, LLC
1722 14th Street, Ste. 230
Boulder, CO 80302
720.564.1130

Prepared by:

Floyd Keneipp
(925) 935-0270
fkeneipp@summitblue.com

John Boroski
(503) 222-6060
boroski@portland.econw.com

TABLE OF CONTENTS

1	Executive Summary	1
2	Introduction	4
3	Overview of Verification Methodology.....	6
4	Field Verification of CFL Giveaway Events.....	7
5	Survey of CFL Giveaway Recipients	13
6	Conclusions	26
	Appendix A: Field Verification Form	A-1
	Appendix B: Summary Results for Giveaway Event Field Verification	B-1
	Appendix C: Survey Delivery	C-1
	Appendix D: Final CFL Giveaway Survey Instrument.....	D-1
	Appendix E: EGAA CFL Documentation Data Request.....	E-1

LGP CFL Giveaway Verification Report

1 EXECUTIVE SUMMARY

In October 2007, PG&E implemented a large-scale CFL giveaway effort with the expectation of distributing close to 1,000,000 CFLs by the end of 2007. These giveaways were held at various events throughout PG&E's service territory, and the vast majority of CFLs were distributed through PG&E's Mass Markets Program (PGE2000). In addition to the PG&E efforts, some of the Local Government Partnership programs funded by SCE regularly or infrequently gave away free CFLs at community events, workplace meetings, colleges and other venues. This report covers the CFLs distributed within these PG&E and SCE programs.

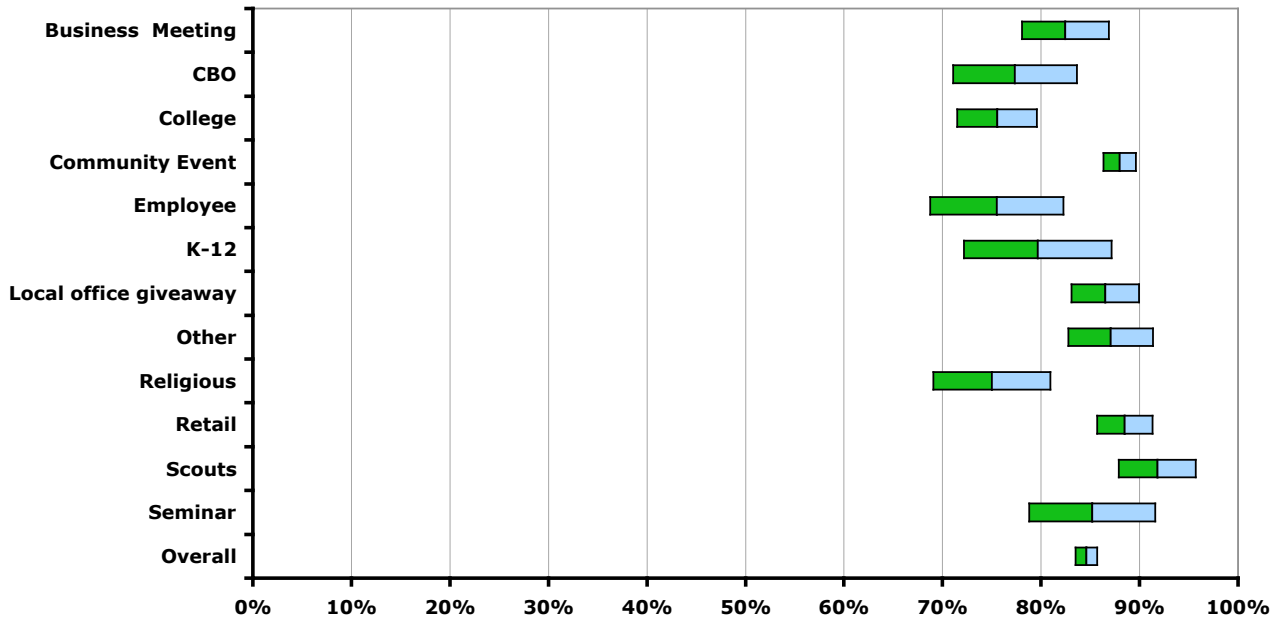
The primary objectives of this verification effort were to estimate the percentage of CFLs installed and placed in storage by end users (through a telephone survey of 1,517 persons who had received CFL through various giveaway events), and to document the baseline conditions for lamps that were replaced by the free CFLs (e.g., room, bulb type, operating condition). This research effort also included onsite verification of 22 CFL giveaway events conducted by PG&E and SCE during the 4th quarter of 2007.

Table ES1 shows the disposition of the CFLs that were given away for SCE and PG&E. Overall, 85 percent of the distributed CFLs had been installed in recipients' homes while only 10 percent were placed into storage. When analyzed by delivery mechanism (i.e., "event type"), PG&E customers receiving bulbs through some community based events were most likely to have installed the CFLs, while customers attending employee, college and religious institution events were least likely to have installed the CFLs (about 76 percent). Figure ES1 shows the error bounds of the home installation rates at a 90 percent confidence interval, and indicates that there are significant differences between the event types with the highest and lowest installation rates.

Table ES1: Disposition of CFLs Received by IOU

Program/IOU	Installed in Home Percent	Installed in Business Percent	Stored Percent	Misplaced Percent	Thrown Away Percent	Given Away Percent	Other Percent
SCE Total	89%	1%	8%	<1%	1%	1%	1%
PG&E Total	83%	2%	11%	1%	1%	1%	1%
Overall	85%	1%	10%	1%	1%	1%	1%

Figure ES1: Home Installation Rate with Error Bounds at 90 Percent Confidence, by Event Type



When survey participants who indicated that they had stored bulbs received at giveaway events were asked when they were likely to start installing their stored bulbs, 27 percent said that they would install them in the next 3 months and half of the respondents indicated they would be installed within 6 months. Roughly a quarter of the respondents could not predict when they would install their first stored CFL. Overall, The data indicate that 62 percent of bulbs placed in storage are likely to be installed within a year of the receipt of the bulb.

Overall, 90 percent of the bulbs that were replaced were incandescent bulbs, and three quarters of these incandescent bulbs were in working condition, as shown in Table ES2. Where pre-existing CFLs were replaced by bulbs obtained at giveaway events (6 percent overall), about 40 percent were still in working condition.

Table ES2: Type of Light Bulb Replaced and Condition

Bulb Replaced	Bulb Condition				Total (N = 2,044)
	Do Not Know	Working	Not Working, Burned Out	Other	
Do Not Know	0.6%	1.3%	0.4%	-	2.3%
Incandescent or "Standard"	1.1%	66.4%	22.4%	0.1%	90.1%
CFL	-	2.6%	3.5%	0.1%	6.3%
Other	0.2%	0.4%	0.1%	0.5%	1.2%
Total	2.0%	70.7%	26.5%	0.8%	100%

Following are some of the key conclusions that can be drawn from the survey results:

- Overall, 85 percent of the CFLs that were distributed through giveaway events were reported to have been installed in homes by the time of the survey. Considering only *incandescent* bulbs that were replaced by new CFLs, the overall installation rate is about 82 percent (i.e., some new CFLs were used to replace existing CFLs).
- The survey indicates that 10 percent of CFLs distributed through giveaway events are stored, and that 62 percent of these stored bulbs may be installed within 12 months of receipt.
- Among the various types of events where CFLs are distributed, customers that received CFLs through company employee events, college events, and events held by religious institutions had the lowest installation rates and highest storage rates.
- The CFL give-away survey indicates that 31 percent are installed in living and family rooms, 24 percent in bedrooms, and 12 percent in kitchens.

2 INTRODUCTION

This CFL Giveaway Verification Report was conducted under contract to the California Public Utility Commission, Energy Division. The study was conducted as part of the 2006-2008 Local Government Partnerships (LGP) program group evaluation efforts, however, the report covers the efforts associated with all CFL giveaway efforts across the 2006-2008 PGC funded programs serving the residential sector. As such, this research has been developed in coordination with Residential Retrofit (RR) program group evaluation efforts, and data received from various sources and research results have been shared between the LGP and RR teams.

In October 2007, PG&E implemented a large-scale CFL giveaway effort with the expectation of distributing close to 1,000,000 CFLs by the end of 2007. These giveaways were held at various events throughout PG&E's service territory. The vast majority of CFLs were distributed through non LGP events within the overarching umbrella of PG&E's Mass Markets Program (PGE2000). Approximately 10 percent of PG&E's CFLs distributed via the giveaway approach were delivered at events sponsored through the various Local Government Partnership Programs. In addition to the PG&E efforts, some of the programs funded by SCE regularly or infrequently gave away free CFLs at community events, workplace meetings, elementary schools and other venues. This report covers the CFLs distributed within these programs.

This evaluation sought to verify (through a telephone survey) the installation of CFLs that were distributed at events where participants received free CFLs without having to turn in an operating or non-functioning device (e.g., an incandescent lamp). Thus, this report does not cover programs where CFLs are regularly "given away" *in exchange for* inefficient lighting measures that customers turn-in. This report also does not address CFLs that were received or installed as part of a home or business energy audit or the CFLs associated with the up-stream buy-down programs.

The following programs participated in the CFL giveaway efforts and are covered in this report:

PG&E¹:

- 2000 Residential Mass Markets Program

SCE:

- 2522 Santa Barbara County Partnership
- 2523 Community Energy Partnership
- 2567 Mammoth Lakes Partnership
- 2568 City of Ridgecrest Partnership

¹ PG&E is still working to confirm if any local government partnerships conducted giveaway events and claimed savings independent of the Mass Markets Program. Currently they are not covered in this report. **Page 4**

- 2526 California Community Colleges Energy Efficiency Partnership
- 2520 South Bay Cities Partnership
- 2525 San Gabriel Valley Energy Efficiency Partnership

This study required the collaboration with two other evaluation efforts being conducted concurrently by the CPUC. This collaboration involved the RR contract group evaluation efforts and the market effects evaluation team's research efforts.

3 OVERVIEW OF VERIFICATION METHODOLOGY

This section of the report gives a brief overview of the activities that were conducted as part of the verification effort. Additional details and findings regarding most of these activities are provided in subsequent sections of this report. This study consisted of the following efforts:

1. Investor owned utility (IOU) CFL order and shipping information was requested and reviewed so that the number of shipped CFLs could be compared to the number of CFLs the IOUs reported as given away through 2007.
2. CFL event lists and participant contact data provided by the IOUs were reviewed to determine which events had pledge sheets or other form of customer contact information needed to conduct surveys with participants (those that received one or more CFLs through the event).
3. The LGP evaluation team conducted on-site observations of selected giveaway events in Q4 2007. Planned events were attended to confirm that they actually took place, to record what types and quantities of CFLs were distributed, and to observe other operational characteristics.
4. A telephone survey of CFL recipients was conducted to determine bulb installation, use conditions, and storage rates. The English survey was translated into Spanish and implemented by Spanish speaking interviewers. A copy of the survey instrument is included in Appendix D.

The survey covered a number of topics, including:²

- Recall of CFL(s) receipt
- Installation rate of CFLs
- Location of installation in the home
- Characteristics of the replaced lamps
- Previous experience with CFLs
- Subsequent purchases of CFLs
- Demographics
- Recruitment for on-site visits

² Selected questions pertaining to free-ridership and net-to-gross were drawn from the Res/Small Commercial SR NTG Survey Battery dated 2/26/08 and tailored to address CFL giveaways.

4 FIELD VERIFICATION OF CFL GIVEAWAY EVENTS

The evaluation team conducted field verification activities at a total of 22 CFL give-away events between October 24 and December 13, 2007. Field activities included attending the event to confirm it was occurring, observing the event operation, and collecting a sample of the bulb and material being distributed. Table 1 provides a summary of the number of events attended, by IOU, and the number of bulbs reported to have been distributed through the detailed EEGA data request previously discussed (Appendix E). Appendix A provides the instrument used by field verification personnel, while Appendix B provides a summary of results for each event verified.

Table 1: Summary of CFL Giveaway Event Verification Field Activities

Utility	Number of Events Verified	Total Bulb Distribution Claimed
PG&E	17	17,298
SCE	5	21,217
SDG&E	0	NA
Total	22	38,515

In conducting field activities the evaluation team obtained a list of planned events and dispatched field personnel to attend a sample of the events. Table 2 provides a summary of the PG&E events for which field personnel were dispatched, including the organizer, event ID, type, name, location city, and the event date and the date of the verification activity. PG&E data indicates that 14 of these events were organized by LGP programs, however, at present there is no indication of which LGP organized the events, nor is there an indication that bulbs distributed through LGP organized events will be credited to one of the LGP programs. Three of the events attended were organized by PG&E Service & Sales entities. Of the 17 PG&E events sampled for attendance, one event, (PGE-5, Alaska Aces vs. Stockton Thunder in Stockton) could not be located by the evaluation team. The evaluation team traveled to the address of the event at the time indicated by PG&E but the event could not be found. As a result the evaluation team is uncertain if this event took place. Records obtained by PG&E indicated that no bulbs were shipped or distributed this event.

In the columns under the 'Reported' header, Table 3 provides a summary the PG&E event distribution activity, including the number of CFLs received by the event, the number of bulbs reported to have been distributed (with and without associated pledge signatures), and the number of CFLs leftover or broken. Also included in this table is an indication of whether the pledge data had been received by PG&E. The columns under the 'Verified' Table 3 show that the field verification activities confirmed that pledge sheets were used at all events attended,

and in 9 of the events attended, the evaluator observed that a pledge form was completed each time a lamp was distributed.

In reviewing the data provided by the IOUs several inconsistencies between the data and the reported program efforts were observed, including;

- There was no data on the number of CFLs received for 6 out of 17 PG&E events³. Field verification activities confirmed that the 6 events not reporting CFL shipment or distribution quantities did occur.
- Out of 25,715 bulbs received by the events, IOU records indicate that 17,298 were distributed (67%). This indicates that approximately 8,400 bulbs were leftover (not distributed). However, according to IOU records these events did not distribute 3,991 CFLs. This means that PG&E's records for bulbs received and distributed and left over do not match with more than a 4,000 unit discrepancy.
- Of the 17,298 bulbs distributed, 13,334 (77%) are associated with signed pledge forms. However, PG&E indicated that pledge forms are not a required activity for all of the giveaway events.

Samples of lamps being distributed were collected during onsite verification activities. As shown in Table 4, of all lamps distributed at PG&E events 81% were 14 watt bulbs, while the remainder were 13 watt bulbs. The manufacturer brand indicated in the reported data matched in 13 of 16 events verified, with the majority of products distributed being TCP branded bulbs.

Field verification activities were also conducted at 5 SCE events held at community colleges in mid December of 2007. Data provided by SCE indicated that approximately 21,200 bulbs were distributed at these events (as shown in Table 5). Samples of material obtained during the field verifications show that all products distributed were 23 Watt bulbs manufactured by TCP. While the data provide by SCE indicates that no pledge documents were received, the field verification staff confirmed that pledge forms were in use at all events attended.

³ Excluding event PGE-5, Alaska Aces vs. Stockton Thunder in Stockton discussed previously

Table 2: PG&E Events Verified

Unique Event ID	Event Organizer Group	Event Type	Name of Event	Event City	Date event Began	Date of Verification
PGE-5	PG&E LGP	Athletic	Alaska Aces vs. Stockton Thunder	Stockton	10/27/2007	10/27/2007
PGE-147	PG&E LGP	College	Cabrillo College Change a Light Bulb Day	Aptos	10/3/2007	10/31/2007
PGE-178	PG&E LGP	College	UCSF Environmental Information Table at UCSF's Mission Center Building	San Francisco	10/24/2007	10/24/2007
PGE-179	PG&E LGP	College	UC Davis Sustainability Day Vendor Fair	Davis	10/24/2007	10/24/2007
PGE-180	PG&E LGP	College	Los Medanos College Environmental Awareness & Responsibility Seminar	Pittsburg	10/25/2007	10/25/2007
PGE-194	PG&E LGP	Community event	Tech Museum Promotion	San Jose	10/3/2007	10/28/2007
PGE-260	PG&E Service & Sales	Community event	Escalon Wine Stroll	Escalon	10/25/2007	10/25/2007
PGE-263	PG&E Service & Sales	Community event	Fresno Home and Garden Show	Fresno	10/26/2007	10/26/2007
PGE-267	PG&E Service & Sales	Community event	Make a Difference Day	Yuba City	10/27/2007	10/27/2007
PGE-269	PG&E LGP	Community event	City of Bakersfield Make A Difference Day	Bakersfield	10/27/2007	10/27/2007
PGE-273	PG&E LGP	Community event	Lafayette Reservoir Run and Energy Efficient Event	Lafayette	10/28/2007	10/28/2007
PGE-274	PG&E LGP	Community event	Trick or Treat on Weber Street	Stockton	10/31/2007	10/31/2007
PGE-479	PG&E LGP	Employee	Town Hall Energy Campaign	Los Altos Hills	10/1/2007	10/30/2007
PGE-501	PG&E LGP	Employee	San Mateo County Employee Charitable Contributions Campaign	San Mateo	10/29/2007	10/29/2007
PGE-599	PG&E LGP	Retail	Walmart in Tracy	Tracy	10/30/2008	10/31/2007
PGE-756	PG&E LGP	Community event	Weberstown Mall Farmer's Market	Stockton	10/25/2007	10/25/2007
PGE-768	PG&E LGP	Community event	Solano College Energy Awareness Week Solano Daze	Fairfield	10/29/2007	10/30/2007

Table 3: PG&E Event Verification CFL Distribution Summary

Unique Event ID	Reported								Verified	
	# of CFL to be shipped	# CFLs received	# CFLs distributed	# CFLs leftover	# Broken CFLs	# Pledge forms received	CFLs given away-NO pledge form	Received pledges? (yes/no)	Was a form used to collect participant contact data?	Was this information always collected?
PGE-5	1,008								NA	
PGE-147	2,880	2,880							Yes	Yes
PGE-178	288		279			279		Yes	Yes	Yes
PGE-179	288	288	252	36		230	22	Yes	Yes	DK
PGE-180	1,488	1,500	210			210		Yes	Yes	DK
PGE-194	3,024	3,024	2,065			2,065		Yes	Yes	Yes
PGE-260	192	250	111	139		111		Yes	Yes	Yes
PGE-263	5,600	5,600	2,636	2,964		2,461	175	Yes	Yes	No
PGE-267	6,000	6,000	5,996		4	3,566	2,430	Yes	Yes	No
PGE-269	1,008	1,008	153	852	3	150	3	Yes	Yes	Yes
PGE-273	1,008	1,008	460			435	25	Yes	Yes	Yes
PGE-274	1,008								Yes	No
PGE-479	192		141			141		Yes	Yes	Yes
PGE-501	144		119			119		Yes	Yes	Yes
PGE-599	0	4,157	4,157			2,848	1,309	Yes	Yes	No
PGE-756			146			146		Yes	Yes	Yes
PGE-768	768		573			573		Yes	Yes	No
Total	24,896	25,715	17,298	3,991	7	13,334	3,964			

Table 4: PG&E Event Verification Bulb Details

Unique Event ID	Reported	Verified		
	Manufacturer Used	Verified Manufacturer	Verified Model	Verified Wattage
PGE-5	Greenlite 10/16	NA	NA	NA
PGE-147	Maxlite 9/25	Maxlite	SKS13EAWW/PG	13
PGE-178	TCP 10/1	TCP	UB14	14
PGE-179	TCP 10/1	TCP	UB14	14
PGE-180	Maxlite 9/25	MaxLite	SKS13EAWW/PG	13
PGE-194	Maxlite 9/27	ESB	UB14	14
PGE-260	TCP 10/1	ESB	UB14	14
PGE-263	Greenlite 10/16	TCP	UB1Y	14
PGE-267	TCP 10/1	TCP	UB14	14
PGE-269	TCP 10/1	MaxLite	SKS13EAWW/PG	13
PGE-273	TCP 10/1	ESB	UB14	14
PGE-274	TCP 10/1	TCP	UB14	14
PGE-479	TCP 9/14	ESB	UB14	14
PGE-501	TCP 9/19	ESB	UB14	14
PGE-599		ESB	UB14	14
PGE-756		TCP	UB14	14
PGE-768	TCP 10/1	TCP	UB14	14
Total				

Table 5: SCE Event Verification CFL Distribution Details

Reported Data			Verified Data						
Event Name	Claimed CFL Count	Pledge Data Docs	Date of Verification	Verified Manufacturer	Verified Model	Verified Wattage	Was a form used to collect participant contact data?	If so, was this recorded on paper/electronically?	Was this information always collected?
El Camino Community College	5,000	No	12/12/2007	ESB	2UB23	23	Yes	Paper	Yes
Chaffey Community College	968	No	12/12/2007	ESB	2UB23	23	Yes	Paper	Yes
College of the Canyons	4,999	No	12/11/2007	ESB	2UB23	23	Yes	Paper	Yes
Orange Coast College	10,000	No	12/11/2007	ESB	2UB23	23	Yes	Paper	Yes
Norco Campus	250	No	12/13/2007	ESB	2UB23	23	Yes	Paper	Yes

5 SURVEY OF CFL GIVEAWAY RECIPIENTS

Sampling

SCE provided the LGP evaluation team with their CFL giveaway participant data in March 2008 as part of a data request for non-resource program activities and participation data. Some of the contact data for SCE partnerships that conducted CFL giveaways (Community Colleges, South Bay Cities, San Gabriel Valley) was not provided in the SCE data request and could not be included in the sampling frame. Similarly, participant data for some CFL distribution channels (e.g., PEAK Schools) was not available for use in this study. PG&E's CFL recipient data were obtained from KEMA, PG&E's process evaluation contractor. Sempra (SCG and SDG&E) did not conduct CFL giveaway events.

For SCE and PG&E, Event Types were assigned to the participant data based on the CPUC's evaluation contractors' understanding of the nature of the specific giveaway event and the CFL distribution method.⁴ The CFL giveaway survey was stratified by utility, program, and (where possible) by event type within a particular program based on the data provided. The CPUC's evaluation contractor reviewed several different methods for allocating sampling across these strata, including developing a proportional sampling scheme based on the reported number of CFLs distributed. The proportional method ended up allocating too many survey completes to those programs where a lot of contact information was available at the expense of some giveaways that had limited sample. To correct for this, the sample was designed to have at least 70 completes per strata, as 70 would normally be a large enough sample to achieve a 90/10 relative level of precision for that group. In some giveaways, with very limited sample, the quota was reduced to 35 because it was unlikely that 70 completes could be achieved. Table 6 shows the final sampling plan.

⁴ For instance, people that received CFLs at events on college campuses had the event type field coded as "College", while people that received CFLs through events sponsored by religious institutions had the field coded as "Religious". These distinctions were made in an effort to see if particular distribution venues or parties lead to different installation rates (perhaps because different customer types attend them).

Table 6: CFL Survey Sample Plan

Utility	Program #	Program Name	Event Type	Estimated CFLs Distributed	Total Attendees in Database	Attendees w/ Contact Info	Proposed Sample
SCE	SCE2522	Santa Barbara Partnership	Community event	279	279	279	35
SCE	SCE2522	Santa Barbara Partnership	Business meeting	160	160	160	35
SCE	SCE2523	Community Energy Partnership	Community event	4,152	4,152	4,152	150
SCE	SCE2523	Community Energy Partnership	Business meeting	327	327	327	35
SCE	SCE2523	Community Energy Partnership	College	656	656	656	70
SCE	SCE2567	Mammoth Lakes Partnership	Community event	159	159	159	70
SCE	SCE2568	City of Ridgecrest Partnership	Community event	511	511	511	70
PG&E	PGE2000	Mass Market	Scouts	97,052	3,824	3,110	70
PG&E	PGE2000	Mass Market	Community event	66,964	9,186	5,456	200
PG&E	PGE2000	Mass Market	CBO	26,762	1,620	1,487	70
PG&E	PGE2000	Mass Market	Business meeting	16,052	456	397	70
PG&E	PGE2000	Mass Market	Employee	12,137	2,626	1,773	70
PG&E	PGE2000	Mass Market	College	44,577	1,388	1,251	100
PG&E	PGE2000	Mass Market	Other	9,168	878	433	70
PG&E	PGE2000	Mass Market	Religious	8,872	219	201	35
PG&E	PGE2000	Mass Market	K-12	3,951	315	281	35
PG&E	PGE2000	Mass Market	Seminar	3,390	347	267	35
PG&E	PGE2000	Mass Market	Retail	11,198	3,065	2,496	150
PG&E	PGE2000	Mass Market	Local office giveaway	28,317	2,418	1,986	150
PG&E	PGE2000	Mass Market	Door to door canvassing	3,770	39	38	0
PG&E	PGE2000	Mass Market	Athletic	2,718	70	45	0
			Total	341,172	32,695	25,465	1,520

Survey Delivery

The phone surveys of CFL recipients were implemented by PA Consulting Group's (PA) in-house survey center between April 24, and June 15, 2008. Overall, 1,517 participants of the different CFL distribution events were interviewed, and the average interview duration was 9 to 10 minutes. Additional details about the survey delivery and management are included in Appendix C.

Table 7 shows the final response rate and dispositions of the participant sample. The target completion rate was 35-40 percent. The actual final completion rate was 48 percent. All

completion targets were achieved for each of the quotas with the exception of quotas 18 and 19, for which PA did not receive sample contact information until the end of May and beginning of June 2008. Overall 563 completes were recruited for follow up on-site visits if needed to support the CPUC's verification efforts. Nine completes were business installs who volunteered to be called in a later study should a non-residential study be needed. Almost 36 percent of the starting sample had incorrect phone numbers and 8 percent did not recall participating in a CFL giveaway event. Following are the definitions of the dispositions listed in the table:

- Bad phone numbers – These are numbers that have been disconnected, fax machine number, not in service, etc. This includes cases where additional tracing efforts did not result in a working number for that participant.
- Does not recall participation – The respondent does not recall receiving a free CFL. The interview ceased at this point.
- Registered but no CFL – The respondent signed up to receive a free CFL but was not actually given one (e.g., the event ran out of CFLs).
- Deceased – The named respondent who received CFL is deceased.
- Hard refusal – The respondent asked PA to stop calling them or stated they did not want to participate in this study.
- Language barrier – Respondent spoke a language other than English. Spanish speakers were later called by a bilingual interviewer, all others were not attempted.
- Incapable/Unavailable for duration – The respondent is too ill or cognitively cannot participate in the study. This may also mean the respondent is out of town for the duration of the field period and not available.
- Called out (7 attempts) – Maximum level of attempts was made.
- Less than 7 attempts – These are live and active records that have not been completed and, as far as we know, have good phone numbers.
- Complete – Not recruited for follow-up – These are completed interviews where the respondent refused any future visits to their home as part of additional research efforts.
- Complete – Recruited for follow-up – These are completed interviews where the respondent agreed to future visits to their home as part of additional research efforts.
- Complete – Business Only Install – Completed interviews where the respondent only installed free CFLs in their business location. An attempt to recruit them for a future study focusing on business CFL installations only was made and the interview ceased.
- Response Rate – Calculation of total completes divided by the adjusted sample.

Table 8 and Table 9 provide the survey dispositions for SCE and PG&E survey activity, respectively.

Table 7: CFL Survey Dispositions and Final Response Rate

Assigned Quota Number**	
TARGET COMPLETES	1,520
Starting sample (released)	5,383
Bad phone numbers	1,807
Does not recall participation	437
Adjusted Sample	3,139
Registered but no CFL	12
Deceased	1
Hard Refusal	302
Language barrier	89
Incapable/Unavailable for duration	70
Called out (7 attempts)	756
Less than 7 attempts*	392
Complete - Not recruited for F-up	945
Complete - Recruited for F-up	563
Complete - Business Only Install	9
TOTAL COMPLETES	1,517
Response Rate	48.3%

Table 8: CFL Survey Dispositions for SCE Programs

Disposition	SCE2522 - Santa Barbara		SCE2523 - Community Energy Partnership			SCE2567 - Mammoth Lakes Partnership	SCE2568 - City of Ridgecrest Partnership
	Comm. Event	Bus. Meeting	Comm. Event	Bus. Meeting	College	Comm. Event	Comm. Event
Assigned Quota Number**	1	18	3	19	2	4	5
TARGET COMPLETES	35	35	150	35	70	70	70
Starting sample (released)	88	100	465	100	207	159	217
Bad phone numbers	13	32	143	28	71	27	34
Does not recall participation	6	25	34	6	11	9	27
Adjusted Sample	69	43	288	66	125	123	156
Registered but no CFL	0	1	3	1	2	0	0
Deceased	0	0	0	0	0	0	0
Hard Refusal	10	23	28	8	12	14	12
Language barrier	1	1	0	0	1	0	1
Incapable/Unavailable for duration	1	0	10	0	2	2	3
Called out (7 attempts)	4	20	78	15	7	32	11
Less than 7 attempts*	16	-26	17	14	30	3	59
Complete - Not recruited for F-up	24	14	99	17	46	39	41
Complete - Recruited for F-up	13	10	53	10	24	33	29
Complete - Business Only Install	0	0	0	1	1	0	0
TOTAL COMPLETES	37	24	152	28	71	72	70
Response Rate	53.6%	55.8%	52.8%	42.4%	56.8%	58.5%	44.9%

Table 9: CFL Survey Dispositions for PG&E Programs

Disposition	PGE2000 - Mass Market											
	Bus. Meeting	CBO	College	Comm. Event	Employee	K-12	Local Office Giveaway	Other	Religious	Retail	Scouts	Seminar
Assigned Quota Number**	6	7	8	9	10	11	12	13	14	15	16	17
TARGET COMPLETES	70	70	100	200	70	35	150	70	35	150	70	35
Starting sample (released)	231	333	310	889	218	115	654	272	110	575	225	115
Bad phone numbers	56	135	115	265	65	36	321	93	34	238	62	39
Does not recall participation	16	26	18	79	11	7	68	21	9	38	16	10
Adjusted Sample	159	172	177	545	142	72	265	158	67	299	147	66
Registered but no CFL	0	0	1	0	0	0	3	0	0	0	0	1
Deceased	1	0	0	0	0	0	0	0	0	0	0	0
Hard Refusal	13	17	7	47	25	3	37	6	6	22	6	6
Language barrier	2	38	1	10	1	1	18	2	2	7	1	2
Incapable/Unavailable for duration	4	6	1	14	4	2	3	1	3	10	1	3
Called out (7 attempts)	61	42	46	112	33	20	101	60	10	57	46	1
Less than 7 attempts*	8	-1	21	157	8	11	-47	19	11	51	23	18
Complete - Not recruited for F-up	42	44	76	126	41	21	93	45	21	94	44	18
Complete - Recruited for F-up	24	25	24	77	30	14	57	25	14	58	26	17
Complete - Business Only Install	4	1	0	2	0	0	0	0	0	0	0	0
TOTAL COMPLETES	70	70	100	205	71	35	150	70	35	152	70	35
Response Rate	44.0%	40.7%	56.5%	37.6%	50.0%	48.6%	56.6%	44.3%	52.2%	50.8%	47.6%	53.0%

Survey Results

This section presents the results of the survey that directly relate to the verification of CFLs (i.e., installation rates) that were given away to IOU customers.⁵

Table 10 and Table 11 show the average number of CFL's received by each household by LGP program and event type. Overall, the average number of CFLs received per household was 1.68. At the program level, SCE's Community Energy Partnership distributed relatively more bulbs per respondent/household (1.90), while Santa Barbara Partnership participants received the least bulbs (1.45). When analyzed by event type, customers receiving bulbs through religious institutions, schools programs and scouts groups typically received more bulbs, while customers attending workplace meetings received fewer bulbs.

Table 10: CFLs Received, by Program and IOU (Q5)

Program/IOU	Number of Respondents	Total CFLs Received	Min. CFLs Received per Household	Max. CFLs Received per Household	Avg. CFLs Received per Household
SCE 2522 Santa Barbara	55	80	1	4	1.45
SCE 2523 Community Energy Partnership	233	442	1	20	1.90
SCE 2567 Mammoth Lakes	63	107	1	7	1.70
SCE 2568 City of Ridgecrest	66	106	1	8	1.61
SCE Total	417	735	1	20	1.76
PG&E 2000 Mass Market	1,038	1,708	1	25	1.65
PG&E Total	1,038	1,708	1	25	1.65
Total	1,455	2,443	1	25	1.68

⁵ All percentages are shown as whole numbers; tables may not add up to 100 percent due to rounding.

Table 11: CFLs Received, by Event Type (Q5)

Event Type	Number of Respondents	CFLs Received	Min. CFLs Received per Household	Max. CFLs Received per Household	Avg. CFLs Received per Household
Business Meeting	120	191	1	12	1.59
CBO*	70	106	1	4	1.51
College	164	259	1	10	1.58
Community Event	503	858	1	20	1.71
Employee**	70	90	1	8	1.29
K-12	33	61	1	6	1.85
Local office giveaway	149	256	1	25	1.72
Other	65	114	1	10	1.75
Religious	31	75	1	8	2.42
Retail	151	262	1	16	1.74
Scouts	65	117	1	4	1.80
Seminar	34	54	1	6	1.59
Total	1,455	2,443	1	25	1.68

*Community Based Organization

** These are events at which companies distributed CFLs to their employees, not events through which IOUs distributed CFLs to their own employees.

Table 12 and Table 13 show the disposition of the CFLs by LGP program and event type. Overall, 85 percent of the distributed CFLs had been installed in recipients' homes while only 10 percent were placed into storage. At the program level, SCE's Community Energy Partnership had the highest installation rate, at 91 percent, while the Santa Barbara Partnership had the lowest installation rate, at 80 percent. Figure 1 shows the error bounds of the home installation rates at a 90 confidence interval, and shows that the difference between these two programs is significant.

LGP CFL Giveaway Verification Report

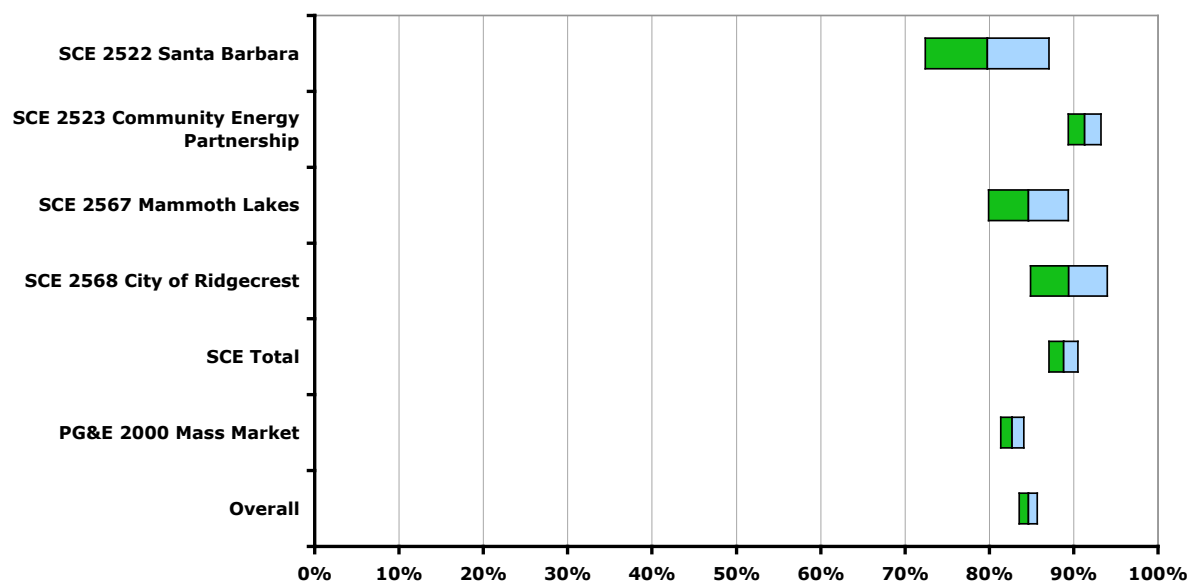
Table 12: Disposition of CFLs Received, by Program and IOU (Q6)

Program/IOU	Installed in Home Percent	Installed in Business Percent	Stored Percent	Misplaced Percent	Thrown Away Percent	Given Away Percent	Other Percent
SCE 2522 Santa Barbara	80%	1%	16%	-	-	3%	-
SCE 2523 Community Energy Partnership	91%	1%	6%	<1%	1%	1%	1%
SCE 2567 Mammoth Lakes	85%	-	11%	-	2%	2%	2%
SCE 2568 City of Ridgecrest	89%	-	8%	-	1%	2%	-
SCE Total	89%	1%	8%	<1%	1%	1%	1%
PG&E 2000 Mass Market	83%	2%	11%	1%	1%	1%	1%
PG&E Total	83%	2%	11%	1%	1%	1%	1%
Overall	85%	1%	10%	1%	1%	1%	1%

Table 13: Disposition of CFLs Received, by Event Type (Q6)

Event Type	Installed in Home Percent	Installed in Business Percent	Stored Percent	Misplaced Percent	Thrown Away Percent	Given Away Percent	Other Percent
Business Meeting	83%	9%	8%	-	-	-	1%
CBO	77%	4%	13%	3%	-	-	3%
College	76%	<1%	18%	1%	3%	2%	<1%
Community Event	88%	1%	8%	<1%	1%	1%	1%
Employee	76%	2%	12%	3%	1%	3%	3%
K-12	80%	2%	16%	2%	-	2%	-
Local office giveaway	87%	-	9%	<1%	2%	-	3%
Other	87%	1%	10%	-	2%	-	-
Religious	75%	5%	16%	-	1%	3%	-
Retail	89%	<1%	8%	1%	-	1%	1%
Scouts	92%	-	7%	-	1%	-	-
Seminar	85%	-	11%	-	-	4%	-
Overall	85%	1%	10%	1%	1%	1%	1%

Figure 1: Home Installation Rate with Error Bounds at 90 Percent Confidence Interval, by Program



Additional Survey Results

This section of the report presents other summary level findings regarding CFL usage patterns.

Figure 2 shows that the greatest percentage of CFLs (31 percent) were installed in respondents' living rooms or family rooms, followed by bedrooms (24 percent) and kitchens (12 percent). In the figure, the "Other" category (8 percent) includes bulbs installed in home offices, laundry rooms, closets, garages and dorm rooms.

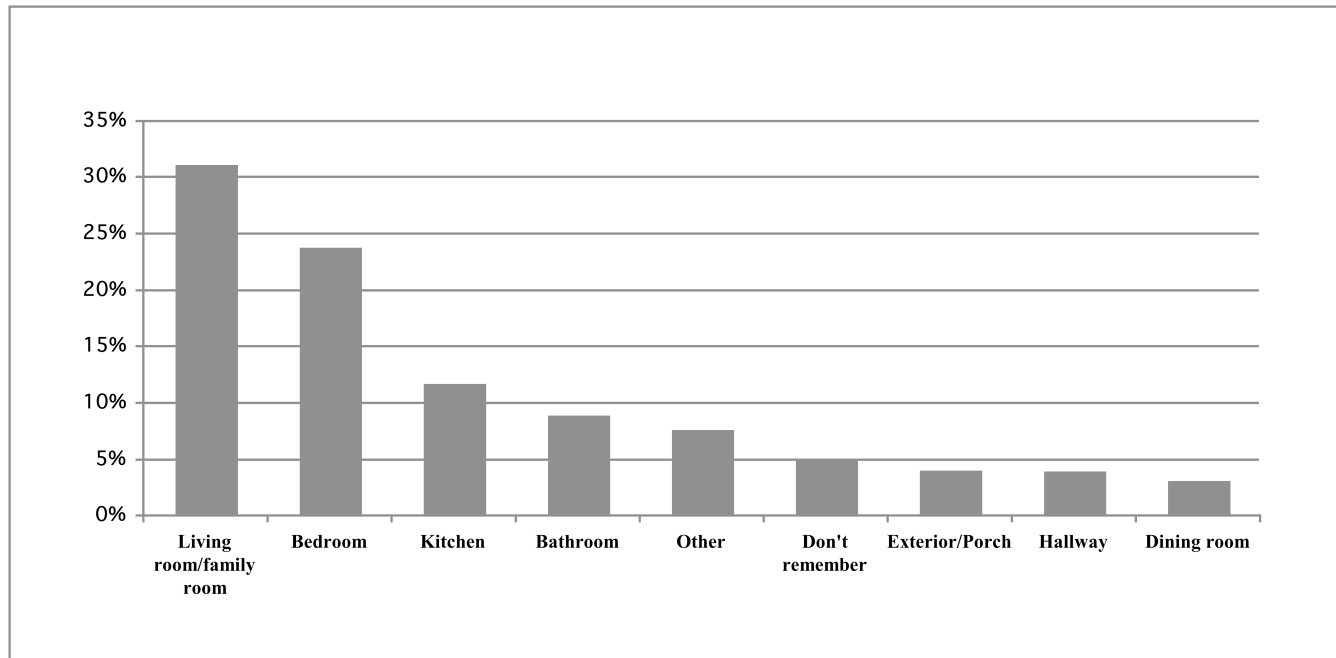
Figure 2: Room CFLs Installed In (Q13)

Table 14 shows the type of type of light bulbs that were replaced with the free CFLs, and the condition of the replaced bulbs. Overall, 90 percent of the bulbs that were replaced were incandescent bulbs, and three quarters of these incandescent bulbs were in working condition. For the CFLs that were replaced (6 percent overall), about 40 percent were still in working condition.

Table 14: Type of Light Bulb Replaced (Q14) and Condition (Q15)

Bulb Replaced	Bulb Condition				Total (N = 2,044)
	Do Not Know	Working	Not Working, Burned Out	Other	
Do Not Know	0.6%	1.3%	0.4%	-	2.3%
Incandescent or "Standard"	1.1%	66.4%	22.4%	0.1%	90.1%
CFL	-	2.6%	3.5%	0.1%	6.3%
Other	0.2%	0.4%	0.1%	0.5%	1.2%
Total	2.0%	70.7%	26.5%	0.8%	100%

Table 15 shows that the free CFLs were most frequently used to replace 60-watt incandescent bulbs (44 percent) followed by 75-watt and 100-watt incandescents. Roughly one in five respondents could not recall the wattage of the replaced bulb(s).

Table 15: Wattage of Replaced Bulb (Q16)

Bulb Type	Percent (N = 2,043)
5 – 13 watts CFL	1%
14 – 26 watts CFL	1%
27 or greater watts CFL	0%
25 watts incandescent	1%
40 watts incandescent	7%
60 watts incandescent	44%
75 watts incandescent	14%
100 watts incandescent	12%
150 watts incandescent	1%
3-way bulb incandescent	2%
Do not know	19%
Total	100%

As discussed earlier, 10 percent of all the free CFLs that were received were placed in storage as of the date of the survey. When asked when they were likely to start installing their stored bulbs, half of the respondents indicated they would be installed within 6 months. As shown in Table 16, twenty seven percent said that they would install them in the next 3 months. Roughly a quarter of the respondents could not predict when they would install their first stored CFL. An approximate first year installation rate that includes the impact of stored bulbs entering service can be constructed when considering the 85 percent immediate installation rate discussed previously in Table 12, disposition of CFLs by program and IOU. Table 16 indicates that 62 percent of stored bulbs are installed within 12 months of receipt, yielding a first year installation rate of 91 percent of all bulbs distributed⁶. It should be noted that this approach to estimating the first year installation rate does not take into account the type of bulb being replaced by the stored bulb entering service.

⁶ Table 12 indicated that 10 percent of bulbs are stored, while Table 16 indicates that 62% of these stored lamps are installed within 12 months of receipt, or approximately 6 percent of all bulbs distributed. Adding 85 percent installed immediately with the projected 6 percent within one year yields an overall first year installation rate of 91 percent, unadjusted for the type of bulb being replaced by the stored bulb entering service.

Table 16: Likely Timing for Installation of First Stored CFL (Q38)

Timeframe	Percent (N = 161)
Within next 3 months	27%
3 to 6 months from now	23%
6 to 12 months from now	12%
More than a year from now	4%
More than 3 years from now	1%
Never	6%
Don't Know	27%
Total	100%

6 CONCLUSIONS

Following are some of the key conclusions that can be drawn from the survey results:

- Overall, 85 percent of the CFLs that were distributed through giveaway events were reported to have been installed in homes by the time of the survey. Considering only *incandescent* bulbs that were replaced by new CFLs, the overall installation rate is about 82 percent (i.e., some new CFLs were used to replace existing CFLs).
- The survey indicates that 10 percent of CFLs distributed through giveaway events are stored, and that 62 percent of these stored bulbs may be installed within 12 months of receipt.
- Among the various types of events where CFLs are distributed, customers that received CFLs through company employee events, college events, and events held by religious institutions had the lowest installation rates and highest storage rates.
- The CFL give-away survey indicates that 31 percent are installed in living and family rooms, 24 percent in bedrooms, and 12 percent in kitchens.

APPENDIX A: FIELD VERIFICATION FORM

Event profile

Date of event

Name of event

Event sponsor

Related 2006-2008 IOU program

Primary sponsor contact

IOU contact

GP program contact

Event Goals

What was the goal (lamp count)?

How many CFLs were handed out?

Distributed CFL data

Item	1	2	3	4
Mfr				
Model				
Wattage				

LGP CFL Giveaway Verification Report

of lamps / package

Number of packages per customer

Energy Star rating category

Is there an distinct marking on the package to identify it as part of an IOU program?	Y / N	Y / N	Y / N	Y / N
Is it distinguishable enough to use during phone surveys to jog respondents' memory?	Y / N	Y / N	Y / N	Y / N

Event operation

Was a form used to collect participant contact data? Y / N

If so, was this recorded on paper / electronically? P / E

Are CFL recipients' names associated with the event/program on IOU's form and in the database? Y / N

Did the form include at a minimum?	<i>Name</i>	<i>Address</i>	<i>Telephone</i>
	Y / N	Y / N	Y / N

Was this information always collected? Y / N

If no, for about what % of participants was contact data collected _____ %

Did each person get an agreement form or guidance form, etc. Y / N

How many bulbs did each person get? _____ #

Were recipients expected to turn-in incandescent lamps as part of even-exchange transaction? Y / N

Was the wattage capacity of the incandescent lamp recorded? Y / N

LGP CFL Giveaway Verification Report

Please describe the conduct of the event, in terms of organization, operation, and presentation of materials;

Operation of the event (was it an orderly distribution of products, etc.);

Presentation of the material (could staff explain the product, etc.);

Other notes:

For PG&E events only, please complete:

Was event sponsor aware of the 'PGE Change A Light Campaign CFL Guideline Rev 9/19/07' document Y / N

Name and contact info for the event sponsor reporting post event activities defined in the 'PGE Change A Light Campaign CFL Guideline Rev 9/19/07'

Name _____

Telephone / email _____

APPENDIX B: SUMMARY RESULTS FOR GIVEAWAY EVENT FIELD VERIFICATION

Field Event Number	Event profile									Event Goals	
	Date of Event	Name of Event	IOU Event Number	IOU	Event Sponsor	Related 2006-2008 IOU program	Primary Sponsor Contact	IOU Contact	GP Program Contact	What was the goal (lamp count)?	How many CFL's were handed out? (Status as of time of verification)
1	10/27/2007	Scheduled for Stockton Thunder Hockey game, but no booth was found	PGE-5	PG&E	PG&E	Unknown	Event could not be found				Unkown
2	10/1/07 - 10/31/07	Change-A-Light campaign	PGE-147	PG&E	PG&E, 1World, Associate Student Body Government (ASBG)	No	Brandy Spencer, Senator of Activities (209-923-7260)	Unkown		2800	2,000 as of 10/25/07
3	10/25 - 10/26/07	Light Bulb Giveaway	PGE-178	PG&E	UC San Francisco	Change a Light Campaign	Kathryn Hyde - 415-502-1233	Nicole Welch		300	300, there was more demand, so they gave out more CFL's using supplies for the Med Center.
4	10/24/2007	UC Davis Campus Sustainability Day	PGE-179	PG&E	UC Davis	Unknown					
5	10/25/2008	Los Medanos	PGE-180	PG&E		Unknown	Jamila Stewart				
6	10/27/2007	Energy Awareness Month	PGE-194	PG&E	Tech Museum	Unknown				10,000 goal for all events/dates	6 boxes x 4 x12 = 290 @ 2:00

LGP CFL Giveaway Verification Report

Field Event Number	Event profile									Event Goals	
	Date of Event	Name of Event	IOU Event Number	IOU	Event Sponsor	Related 2006-2008 IOU program	Primary Sponsor Contact	IOU Contact	GP Program Contact	What was the goal (lamp count)?	How many CFL's were handed out? (Status as of time of verification)
7	10/25/2007	Wine Stroll	PGE-260	PG&E	Escalon Chamber of Commerce					200	112
8	10/27/2007	Home Improvement Show - Fresno Fairgrounds	PGE-263	PG&E	PG&E	CEE Program	Alan Gito	Alan Gito	Cheryl Marcelli-McClaine	5,000 to 6,000	1,500 to 1,600 up to 12:40 PM
9	10/27/2007	Make a Difference Day - Yuba City Harvest Festival	PGE-267	PG&E	PG&E	Unknown			No GP involvement	Unkown	Unknown
10	10/27/2007	Make a Difference Day	PGE-269	PG&E	City of Bakersfield, Make a Difference Day	No Program - CEE Dollars under the umbrella of the Change a Light Campaign. PG&E in a partnership with Energy Star to promote CFLs.	Dave Christensen, Senior Program Manager. 1818 "H" Street, Bakersfield, CA 93301. 661-321-4513. Internal: 873-4513. Fax: 661-321-4545. Cellular: 661-742-4767. E-Mail: dnc3@pge.com	Dave Christensen	Dave Christensen	PG&E's goal is to distribute 1,000,000 CFL's by the end of October, 2004. At this particular event, they anticipate distributing 1,000.	Need to call and find out
11	10/28/2007	Lafayette Reservoir Run	PGE-273	PG&E	Sustainable Lafayette	Unknown	Steve Richard, 925-212-4602	Marvin Nushwat		1000	
12	10/31/2007	Trick or Treat on Weber Street - Stockton	PGE-274	PG&E	Stockton Energy Watch (RHA)	Unknown	Roger Snow		Roger Snow	800	104 as of 6 PM

LGP CFL Giveaway Verification Report

Field Event Number	Event profile									Event Goals	
	Date of Event	Name of Event	IOU Event Number	IOU	Event Sponsor	Related 2006-2008 IOU program	Primary Sponsor Contact	IOU Contact	GP Program Contact	What was the goal (lamp count)?	How many CFL's were handed out? (Status as of time of verification)
13	10/30/2007	Los Altos Hills Town Hall	PGE-479	PG&E		Unknown	Debbie Pedro	Marvin Nushwat		192 received	over 100 to date
14	10/29/2007	San Mateo County Employee Charitable Contributions Campaign	PGE-501	PG&E	San Mateo County Medical Center	Unknown	Miriam Reiter, 555 County Center, 5th Floor, Redwood City, CA 94063. Phone: 650-599-1405. Fax: 650-361-8220. E-mail: Miriam@RecycleWorks.org	Marvin Nushwat	N/A	PG&E's goal is to distribute 1,000,000 CFL's by the end of October, 2004. At this particular event, they had 240 CFLs to hand out	86
15	10/1 - 10/31/07	Tracy Walmart CFL Giveaway	PGE-599	PG&E	PG&E - Energy Watch	Change a Light Campaign	Theresa English	Ben bradford (Intergy)		9,000	approx 8,750
16	10/25/2007	Stockton Farmer's Market	PGE-756	PG&E	PG&E - Energy Watch	Change a Light Campaign				200	approx. 180

LGP CFL Giveaway Verification Report

Field Event Number	Event profile									Event Goals	
	Date of Event	Name of Event	IOU Event Number	IOU	Event Sponsor	Related 2006-2008 IOU program	Primary Sponsor Contact	IOU Contact	GP Program Contact	What was the goal (lamp count)?	How many CFL's were handed out? (Status as of time of verification)
17	10/30/2007	Energy Awareness Day - Solano Community College	PGE-768	PG&E	Associated Students of Solano County - The students planned to give away 2000 free Energy Star CFL light bulbs, courtesy of PG&E's "Change a Light" Campaign; sponsored speakers and musical performances; as well as invited campus and outside community groups to set up information/display tables	PG&E's Change a Light Campaign	Shirley.Lewis@solano.edu		GP not involved	2,000	Unkown
18	10/30/2007	San Mateo County Charitable Contributions Campaign	NA	PG&E	San Mateo County	Change a Light	Recycle Works/County Managers Office	Marvin Nushwat	Kim Springer	240 (10/29 & 10/30)	86 - 10/29, 30 @ 12:00 10/30
19	12/12/2007	El Camino College	NA	SCE	El Camino College	California Community College Partnership	NA	Michael Lo, SCE	Dan Estrada, California Community Colleges, Office of Chancellor	5000	200

LGP CFL Giveaway Verification Report

Field Event Number	Event profile									Event Goals	
	Date of Event	Name of Event	IOU Event Number	IOU	Event Sponsor	Related 2006-2008 IOU program	Primary Sponsor Contact	IOU Contact	GP Program Contact	What was the goal (lamp count)?	How many CFL's were handed out? (Status as of time of verification)
20	12/12/2007	Chaffey Community College	NA	SCE	Chaffey Community College	California Community College Partnership	NA	Michael Lo, SCE	Dan Estrada, California Community College Chancellor's Office	1000	1000
21	12/11/2007	College of the Canyons	NA	SCE	College of the Canyons	Community College Partnership	NA	Michael Lo, SCE	Dan Estrada, California Community College Chancellor's Office	5,000	100 as of 11:00am
22	12/11/2007	Orange Coast College	NA	SCE	Orange Coast College	Community Colleges Partnership	NA	Michael Lo, SCE	Dan Estrada, California Community College, Office of the Chancellor	9,000	300+

Field Event Number	For PG&E events only			
	Was event sponsor aware of the 'PGE Change A Light Campaign CFL Guideline Rev 9/19/07' document	Name	Telephone	Email

Field Event Number	For PG&E events only			
	Was event sponsor aware of the 'PGE Change A Light Campaign CFL Guideline Rev 9/19/07' document	Name	Telephone	Email
1	Event could not be found			
2				
3	Yes	Susan Bluestone	415-502-6808, sbluestone@fm.ucsf.edu	
4				
5		Jamila Stewart	439-2181	JaStewart@losmedanos.edu
6	Field person was not the main contact of the event sponsor	Barry Hooper (event staffed by Jesse Denver - 408-975-2588)		
7				
8				
9				

Field Event Number	For PG&E events only			
	Was event sponsor aware of the 'PGE Change A Light Campaign CFL Guideline Rev 9/19/07' document	Name	Telephone	Email
10	Yes	Dave Christensen	661-321-4513	dnc3@pge.com
11		Steve Richard	925-212-4602	
12				
13		Debbie Pedro, Planning Director	650-941-7222 x224	dpedro@losaltoshills.ca.gov
14	Yes - although Miriam hadn't seen the exact document I showed her, she said she was given a very similar one with the same instructions	Miriam Reiter	650-599-1405	Miriam@RecycleWorks.org

Field Event Number	For PG&E events only			
	Was event sponsor aware of the 'PGE Change A Light Campaign CFL Guideline Rev 9/19/07' document	Name	Telephone	Email
15	Yes	Ben Bradford	925-548-4874	
16				
17				

LGP CFL Giveaway Verification Report

Field Event Number	For PG&E events only			
	Was event sponsor aware of the 'PGE Change A Light Campaign CFL Guideline Rev 9/19/07' document	Name	Telephone	Email
18	Yes	Kim Springer	650-599-1412	

APPENDIX C: SURVEY DELIVERY

Call/Interviewing Effort

The surveys were implemented by PA Consulting Group's (PA) in-house survey center. The survey was translated into Spanish and implemented by Spanish speaking interviewers when needed.

PA assigned experienced interviewers to conduct the phone surveys. All interviewers were given a thorough project training and had to successfully conduct a mock interview with a supervisor prior to making "live" calls. The project training covered an overview of the study objectives and a question-by-question review of the survey questions and response categories.

PA's shift supervisors were responsible for ensuring that interviewers maintained a professional, unbiased survey approach by monitoring the interviewers throughout the data collection period. After each monitoring, shift supervisors provide immediate feedback to the interviewers on the quality of their interview. Where needed, additional training was held with interviewers to improve the quality of the interviews. A total of 12 percent of all interviews were monitored during the study period. In addition to monitoring interviews, shift supervisors and the project supervisor held regular debriefing meetings with interviewers to discuss the project progress and identify any issues (and solutions to those issues) that interviewers were encountering.

The majority of the interviewing was conducted on Monday through Thursday evenings 4 pm to 9 pm (PST), and 9 am to 5 PM on Saturdays and Sundays. We also assigned an interviewer for weekday calling to hit business numbers and attempt records where we were not able to reach the respondent during the evenings and weekends.

Interviewers were instructed to ask for the named individual provided with the sample. If the respondent was not available, interviewers then asked to set up a callback time for the respondent. If the respondent no longer lived there, interviewers asked for a new number to reach them. If phone numbers were deemed "bad" (i.e., disconnected, not in service, fax machine, etc.), directory assistance was attempted to find a working phone number, if an address was provided with the sample information. If the number was "bad" and there was no address provided, these cases were deemed as "dead-ends" and not pursued any further. All new phone numbers retrieved from directory assistance were immediately attempted and saved for future call attempts if needed.

PA set a maximum effort limit on the number of attempts for each case where the respondent was not

available to ensure all records were hit equally. The limit was set at 7 attempts where contact was made, meaning the interviewer had to actually speak to someone 7 times before that record was retired. This limit was overshadowed though by the high volume of “bad” numbers in the sample. In order to maintain a high response rate the contacts averaged anywhere from 5-20 attempts before completion of an interview. The length of interview averaged 9-10 minutes.

Sample Management

Since each program had their own event types with their own completion targets, PA assigned quotas to manage the effort. When quotas were closed, all effort on the remaining sample ceased.

Sample was broken down into replicates to help manage the release of the sample points to achieve as high a response rate as possible. To achieve the overall response rate of 48.3%, PA had to micro-manage each quota on a daily basis. Each day, quota reports were reviewed to check the status of the released replicates. If the active sample in any given quota became too low to achieve our target completes, additional replicates were released to call. This process was repeated as often as needed throughout the 7 week field period until the target completes were hit.

Along with releasing more replicates, which drives down the response rate, PA also tightly managed the status of each record to make sure cases were not missed or coded improperly and not called. Every day, lists were manually run of certain dispositions that were worthy of additional attempts (i.e., soft refusals, which is defined as an immediate hang up). Since these cases are not technically hard refusals (i.e., respondent says “take me off your list” or “stop calling”, etc.), PA continued to attempt to convert them into a complete.

Submitted To:

California Public Utilities Commission

Energy Division

July 23, 2008

APPENDIX D: FINAL CFL GIVEAWAY SURVEY INSTRUMENT

CFL Giveaway Verification Survey Phone Survey Final Data Codebook

NOTE:

1. Variable names are in bold type (the variable name does not end with a period '.').
2. A code of -4 means the question was not asked due to open-end recode process after data collection was completed.
3. A code of -6 means the question was not applicable (N/A) and was a programmed SKIP.
4. A code of -8 means the respondent answered Don't Know.
5. A code of -9 means the respondent refused to answer the question.
6. Questions were asked of all respondents unless indicated otherwise.
7. All variables in <brackets> will be automatically filled in by the CATI system based on information from the program database and/or responses to questions.
8. Variables and choice codes flagged with a ** indicates it was an open-end response recoded.

DIALSCR Hello, may I speak with <CONTACT>?

[IF CONTACT IS A MINOR, ASK TO SPEAK TO A HEAD OF THE HOUSEHOLD]

[IF CONTACT NOT AVAILABLE, DETERMINE CALL-BACK DATE/TIME.]

INTRO2 This is <INTERVIEWER NAME> calling from PA Consulting Group on behalf of the California Public Utility Commission regarding the <EVENT> sponsored by <EVENT_SPONSOR> around <DATE>.

We're conducting a study among individuals who received free energy-saving compact fluorescent light bulbs as part of several promotional events. You or someone at your household attended this event and received one or more free light bulbs through this campaign. You may have also received the compact fluorescent light bulb from a door-to-door giveaway promotion or as a direct install where someone came to your home and installed the compact fluorescent light bulb for you. As part of this event, you may have signed a pledge form and provided your contact information.

LGP CFL Giveaway Verification Report

INTRO3 Who is doing this study: The California Public Utilities Commission, which regulates the electric and gas investor-owned utility companies, is overseeing evaluations of most of California's energy efficiency programs.

Why are you conducting this study: Studies like this help the State of California and <EVENT_SPONSOR> better understand how well the energy programs are working and what changes are needed to these programs.

Sales concern: I am not selling anything; we would simply like to learn about your experience with the lighting you received through < EVENT_SPONSOR >. Your responses will be kept confidential. If you would like to talk with someone from the California Public Utilities Commission about this study, feel free to call Jean Lamming at 415-703-2142, or visit their website: www.cpuc.ca.gov/evaluation.)

Q1. Do you recall receiving one or more free compact fluorescent light bulbs, or "CFLs", during <EVENT MONTH> in <EVENT CITY> as part of the <EVENT>?

1 No

2 Yes *[SKIP TO Q3]*

-8 Don't know

-9 Refused

Q2. The CFL giveaway promotion was sponsored by <EVENT_SPONSOR> and you received one or more free CFL bulbs and possibly some other materials. You may have received the bulbs through a work or community giveaway event, a door-to-door campaign, or had bulbs directly installed in your home. You may have also signed a form and provided your contact information. Do you remember this?

1 No

2 Yes

-6 Program skip

-8 Don't know

LGP CFL Giveaway Verification Report

-9 Refused

IF Q2 ≠ 2, THANK AND TERMINATE: That's okay. Thank you for your time.

Q3. Which of the following best describes the way in which you received your CFLs? Was it.... *(READ LIST)*

- 1 through a door-to-door campaign, where the bulbs were left for you or someone to install?
[DISTRIBUTION TYPE = DOOR-TO-DOOR]
- 2 through a direct installation program, where someone actually installed the bulbs for you?
[DISTRIBUTION TYPE = DIRECT INSTALL]
- 3 through a giveaway event at a location other than your home? *[DISTRIBUTION TYPE = GIVE-A-WAY EVENT]*
- 4 Other (*SPECIFY:* _____) *[DISTRIBUTION TYPE = OTHER]*
- **5 Store giveaway
- **6 Energy company handed them out in person to bill payers
- 8 Don't know
- 9 Refused

Q4. Did anyone else in your household receive free CFLs at this event/during this promotion?

- 1 No
- 2 Yes
- 8 Don't know
- 9 Refused

Q5. How many total CFLs did your household receive?

LGP CFL Giveaway Verification Report

_____[RECORD #CFLS]

-8 Don't know

-9 Refused

****NOTE TO SURVEY PROGRAMMER: ADJUST TEXT FOR ALL SUBSEQUENT QUESTIONS TO REFLECT SINGULAR OR PLURAL CFLs BASED ON #CFLs**

Q6INT Of the <#CFLs> bulbs your household received, how many of them: *[READ RESPONSES 1-6 UNTIL #CFLS ATTAINED, ROTATE BY INTERVIEWER FOR EACH CALL]*

For Q6A to Q6G:

____ Number of CFLs installed

-8 Don't know

-9 Refused

Q6A Are installed now in your home, apartment or dorm room?

Q6B Are installed now in your business?

Q6C Are being stored/saved?

Q6D Were misplaced or you forgot you had them?

Q6E Were discarded or thrown away?

Q6F Were given away to someone

Q6G Other (SPECIFY: _____)

[RECODE FLAGS FOR INSTALLATIONS FROM Q6]

[IF Q6A>0, HOMEINS=1]

[IF Q6B>0, BUSINS=1]

[IF Q6C>0, STORED=1]

[IF Q6D>0, FORGOT=1]

[IF Q6E>0, DISCARD=1]

[IF Q6F>0, GIVEN=1]

[IF Q6G>0, OTHNUM=1]

[IF ONLY BUSINS=1 AND ALL OTHER FLAGS=0 CONTINUE, ELSE SKIP TO "HOME INSTALL BATTERY"]

- Q7.** Our survey is focusing only on residential installations of CFLs, and we will be conducting a separate study for business customers about their CFL use.

Would you be willing to have someone from the California Public Utilities Commission contact you and ask you a few questions about the use of these bulbs in your business?

- 1 No
- 2 Yes
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

- Q8.** As part of this study of businesses, some managers are volunteering to allow their business to be examined to determine how energy efficient bulbs and other equipment are typically used in businesses. Would you be willing to have one of the researchers visit your business to collect additional energy equipment information, or call you to chat about this effort?

- 1 No

LGP CFL Giveaway Verification Report

- 2 Yes
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

[IF Q7 =1 OR Q8=1] THANK AND TERMINATE: That's okay. Thank you for your time.

Q9. Who should we contact with additional questions or to arrange a business examination?

_____[RECORD BUSINESS CONTACT NAME]

- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q10. What is the main activity at your business?

For Q10_1 to Q10_17:

- 0 Not mentioned
- 1 Mentioned
- 6 Program skip

Q10_1 Office

Q10_2 Retail (non-food)

Q10_3 College/University

LGP CFL Giveaway Verification Report

- Q10_4** School
- Q10_5** Grocery Store
- Q10_6** Restaurant
- Q10_7** Health Care
- Q10_8** Hospital
- Q10_9** Hotel/Motel
- Q10_10** Warehouse
- Q10_11** Construction
- Q10_12** Community Service/Church/Temple/Municipality
- Q10_13** Industrial Process/Manufacturing/Assembly
- Q10_14** Condo Association/Apartment Management
- Q10_15** Other (*SPECIFY:* _____)
- Q10_16** Don't know/Not sure
- Q10_17** Refused

Q11. Lastly, about how many people are currently working at the business, including full and part-time individuals? (*IF DON'T KNOW ASK FOR BEST GUESS*)

_____[RECORD EMPLOYEES]

-6 Program skip

-8 Don't know/Not sure

-9 Refused

BUSINT. [*THANK AND TERMINATE*]: Thanks again for your help. Someone will contact (you/BUSINESS CONTACT NAME) in the next month or two to provide more details or to schedule a visit.

1 Continue

-6 Program skip

HOME INSTALL BATTERY

[CONTINUE IF HOMEINS=1, ELSE SKIP TO "STORED/GIVEN AWAY BATTERY"]

Q12INT. First I'd like to ask a few questions about the CFLs you received and installed. These questions are only about the CFLs you received through the <EVENT> and not about other bulbs.

1 Continue

-6 Program skip

[Q12A AND Q12B ARE THE SAME QUESTION BUT PROGRAMMED SEPARATELY FOR EASIER USE OF VERBAGE DEPENDING ON WHO DID THE INSTALLATION]

Q12A. Who actually installed the CFLs? Was it *(READ LIST)*

1 You?

2 Another family member?

3 A friend or neighbor?

4 Other *(SPECIFY)*

-6 Program skip

-8 Don't know/Not sure

-9 Refused

LGP CFL Giveaway Verification Report

Q12B. Who actually installed the CFLs? Was it (*READ LIST*)

- 1 A program representative from your electric company?
- 2 A program rep from a religious or community organization?
- 3 A program rep from a private energy company?
- 4 Other (*SPECIFY*)
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q13. In what rooms did [INSTALLER] install the CFL(s), and how many were installed in each room?

For Q13A to Q13O:

_____ [Number of CFLs installed]

-6 Program skip

Q13A Kitchen

Q13B Bedroom

Q13C Living room/Family room

Q13D Dining room

Q13E Bathroom

Q13F Home office

Q13G Hallway

Q13H Laundry room

Q13I Closet

Q13J Exterior/Porch

LGP CFL Giveaway Verification Report

Q13K Garage

Q13L Dorm Room

Q13M Other (*SPECIFY:* _____)

****Q13N** Don't remember

****Q13O** Pantry

[GO THROUGH Q14 TO Q20 FOR EACH ROOM WHERE # BULBS >0, NO MAXIMUM OF ROOMS PROGRAMMED AND ASKED ABOUT ALL BULBS INSTALLED IN THAT ROOM.]

Q14. Let's talk about the [1st, 2nd, 3rd, 4th, 5th, 6th] CFLs [INSTALLER] installed in your [ROOM]. What type of light bulb did [INSTALLER] replace with the CFL you received? Was it a/an (*READ*):

For Q14A1 to Q14O6:

- 1 Incandescent, or standard light bulb?
- 2 CFL?
- 3 Other (Specify: _____)
- **4** Empty socket/new fixture
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q14A1 – Q14A6 Kitchen

Q14B1 – Q14B6 Bedroom

Q14C1 – Q14C6 Living room/Family room

Q14D1 – Q14D6 Dining room

Q14E1 – Q14E6 Bathroom

LGP CFL Giveaway Verification Report

Q14F1 – Q14F6 Home office

Q14G1 – Q14G6 Hallway

Q14H1 – Q14H6 Laundry room

Q14I1 – Q14I6 Closet

Q14J1 – Q14J6 Exterior/Porch

Q14K1 – Q14K6 Garage

Q14L1 – Q14L6 Dorm Room

Q14M1 – Q14M6 Other (Specify)

****Q14N1 – Q14N6** Don't remember

****Q14O1 – Q14O6** Pantry

[NOTE: FOR Q14 AND SUBSEQUENT VARIABLES, VARS ENDING WITH A 1 REFER TO THE 1ST CFL WE ASKED ABOUT, VARS ENDING WITH A 2 REFER TO THE 2ND CFL WE ASKED ABOUT, AND SO FORTH UNTIL WE HIT OUR MAX LOOP OF 6 CFLS PER ROOM.]

Q15. Was the "bulb" that [INSTALLER] replaced working or not working?

[NOTE TO INTERVIEW STAFF: WE ARE NOT ASKING ABOUT THE FIXTURE IN WHICH THE BULB IS PLACED, BUT INSTEAD WE ARE ASKING ABOUT THE INDIVIDUAL BULB THAT WAS REPLACED.]

For Q15A1 to Q15O6:

- 1 Working
- 2 Not Working/Burned Out
- 3 Other (SPECIFY: _____)
- **4** Wasn't one there previously
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q15A1 – Q15A6 Kitchen

Q15B1 – Q15B6 Bedroom

Q15C1 – Q15C6 Living room/Family room

Q15D1 – Q15D6 Dining room

Q15E1 – Q15E6 Bathroom

Q15F1 – Q15F6 Home office

Q15G1 – Q15G6 Hallway

Q15H1 – Q15H6 Laundry room

Q15I1 – Q15I6 Closet

Q15J1 – Q15J6 Exterior/Porch

Q15K1 – Q15K6 Garage

Q15L1 – Q15L6 Dorm Room

Q15M1 – Q15M6 Other (Specify)

****Q15N1 – Q15N6** Don't remember

****Q15O1 – Q15O6** Pantry

Q16. What was the wattage of the old bulb?

For Q16A1 to Q16O6:

- | | |
|---|-----------------------------|
| 0 | 5-13 watts (CFL) |
| 1 | 14-26 watts (CFL) |
| 2 | Greater than 27 watts (CFL) |
| 3 | 25 watts (incandescent) |
| 4 | 40 watts (incandescent) |
| 5 | 60 watts (incandescent) |
| 6 | 75 watts (incandescent) |

LGP CFL Giveaway Verification Report

7	100 watts (incandescent)
8	150 watts (incandescent)
9	3-way bulb (incandescent)
-6	Program skip
-8	Don't know/Not sure
-9	Refused

Q16A1 – Q16A6 Kitchen

Q16B1 – Q16B6 Bedroom

Q16C1 – Q16C6 Living room/Family room

Q16D1 – Q16D6 Dining room

Q16E1 – Q16E6 Bathroom

Q16F1 – Q16F6 Home office

Q16G1 – Q16G6 Hallway

Q16H1 – Q16H6 Laundry room

Q16I1 – Q16I6 Closet

Q16J1 – Q16J6 Exterior/Porch

Q16K1 – Q16K6 Garage

Q16L1 – Q16L6 Dorm Room

Q16M1 – Q16M6 Other (Specify)

****Q16N1 – Q16N6** Don't remember

****Q16O1 – Q16O6** Pantry

Q17. [IF Q15 = 1 OR 3] What did [INSTALLER] do with the bulb that was removed?

For Q17A1 to Q17O6:

LGP CFL Giveaway Verification Report

- 1 Installed it in a different location
- 2 Given away
- 3 Thrown away
- 4 Stored/saved
- 5 Misplaced
- 6 Other (*SPECIFY*: _____)
- **7 Installer took them
- **8 Recycled them
- **9 Trade in
- **10 No bulb in socket before
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q17A1 – Q17A6 Kitchen

Q17B1 – Q17B6 Bedroom

Q17C1 – Q17C6 Living room/Family room

Q17D1 – Q17D6 Dining room

Q17E1 – Q17E6 Bathroom

Q17F1 – Q17F6 Home office

Q17G1 – Q17G6 Hallway

Q17H1 – Q17H6 Laundry room

Q17I1 – Q17I6 Closet

Q17J1 – Q17J6 Exterior/Porch

Q17K1 – Q17K6 Garage

Q17L1 – Q17L6 Dorm Room

Q17M1 – Q17M6 Other (*SPECIFY*)

****Q17N1 – Q17N6** Don't remember

LGP CFL Giveaway Verification Report

****Q17O1 – Q17O6** Pantry

Q18. If you had not received the free CFL, what type of light bulb would you have most likely installed in this socket?

For Q18A1 to Q18O6:

- 1 Incandescent or a standard light bulb
- 2 CFL
- 3 Nothing
- 4 Other (*SPECIFY:* _____)
- **5 Whatever is cheapest
- **6 What they were using before
- **7 Some other energy saving bulb
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q18A1 – Q18A6 Kitchen

Q18B1 – Q18B6 Bedroom

Q18C1 – Q18C6 Living room/Family room

Q18D1 – Q18D6 Dining room

Q18E1 – Q18E6 Bathroom

Q18F1 – Q18F6 Home office

Q18G1 – Q18G6 Hallway

Q18H1 – Q18H6 Laundry room

Q18I1 – Q18I6 Closet

Q18J1 – Q18J6 Exterior/Porch

LGP CFL Giveaway Verification Report

Q18K1 – Q18K6 Garage

Q18L1 – Q18L6 Dorm Room

Q18M1 – Q18M6 Other (Specify)

****Q18N1 – Q18N6** Don't remember

****Q18O1 – Q18O6** Pantry

Q19. [ASK IF Q18=2] Would this have been a CFL that you already had, or would you have needed to go obtain a new CFL?

For Q19A1 to Q19O6:

- 1 I had one already
- 2 I would have needed to obtain one
- 3 Other (SPECIFY: _____)
- ** -4 Not asked due to recode process after data collection ended
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q19A1 – Q19A6 Kitchen

Q19B1 – Q19B6 Bedroom

Q19C1 – Q19C6 Living room/Family room

Q19D1 – Q19D6 Dining room

Q19E1 – Q19E6 Bathroom

Q19F1 – Q19F6 Home office

Q19G1 – Q19G6 Hallway

Q19H1 – Q19H6 Laundry room

Q19I1 – Q19I6 Closet

LGP CFL Giveaway Verification Report

Q19J1 – Q19J6 Exterior/Porch

Q19K1 – Q19K6 Garage

Q19L1 – Q19L6 Dorm Room

Q19M1 – Q19M6 Other (*Specify*)

****Q19N1 – Q19N6** Don't remember

****Q19O1 – Q19O6** Pantry

Q20. *[ASK IF Q18=2]* Would that have been a bulb with the same wattage as the free CFL, a lower wattage or a higher wattage CFL?

For Q20A1 to Q20O6:

1 Same

2 Lower

3 Higher

******-4 Not asked due to recode process after data collection ended

-6 Program skip

-8 Don't know/Not sure

-9 Refused

Q20A1 – Q20A6 Kitchen

Q20B1 – Q20B6 Bedroom

Q20C1 – Q20C6 Living room/Family room

Q20D1 – Q20D6 Dining room

Q20E1 – Q20E6 Bathroom

Q20F1 – Q20F6 Home office

Q20G1 – Q20G6 Hallway

Q20H1 – Q20H6 Laundry room

LGP CFL Giveaway Verification Report

Q20I1 – Q20I6 Closet

Q20J1 – Q20J6 Exterior/Porch

Q20K1 – Q20K6 Garage

Q20L1 – Q20L6 Dorm Room

Q20M1 – Q20M6 Other (Specify)

****Q20N1 – Q20N6** Don't remember

****Q20O1 – Q20O6** Pantry

Q21. Which of the following describes your experience with CFLs at the time you received the free CFLs through <UTILITY>? {READ LIST}

At the time I received the free CFL....

- 1 I had never heard about CFLs before
- 2 I had already heard about CFLs
- 3 I had already begun reviewing information about CFLS
- 4 I had already decided to try the first CFL in my home
- 5 I had already tried one or more CFLs and decided to use more
- 6 I had already tried CFLs and decided not to use them
- 7 {DON'T READ} Other: _____
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q22 [ASK IF Q21 = 1, 2, 3, or 4] Is this the first time that you have installed a CFL?

- 1 No

LGP CFL Giveaway Verification Report

- 2 Yes
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q23. [ASK IF Q22=2 or Q21=5, 6, 7,-8] Have you purchased additional CFLs as a result of your first free installation?

- 1 No
- 2 Yes
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q24. Are you interested in purchasing additional CFLs in the next year, if you felt they were at a reasonable cost?

- 1 No
- 2 Yes
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q25. [ASK IF Q24=1] Why do you say that?

_____[RECORD RESPONSE]

Q26. [ASK IF Q24=2] Where would you buy them?

For Q26_1 to Q26_13:

0 Not mentioned

1 Mentioned

-6 Program skip

Q26_1 Grocery store

Q26_2 Large Home Improvement Store (Home Depot, Lowe's, etc.)

Q26_3 Big box store (Wal-Mart, K-mart, etc.)

Q26_4 Club Store (Costco, Sam's Club, etc.)

Q26_5 Hardware store

Q26_6 Lighting store

Q26_7 Other (SPECIFY: _____)

Q26_8 Don't know

Q26_9 Refused

****Q26_10** Dollar Store

****Q26_11** Whatever is cheapest

****Q26_12** Drug store (Walgreens, CVS, etc.)

****Q26_13** Anywhere that sells them

Q27. Would you tell other people like friends or neighbors to install CFLs in their home or business?

1 No

2 Yes

LGP CFL Giveaway Verification Report

- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q28 *[ASK IF Q21 = 5 or 6]* For the CFLs you had already tried in your home, did you buy them or did you get them for free somewhere? *[ACCEPT MULTIPLE RESPONSES]*

For Q28_1 to Q28_6:

- 0 Not mentioned
- 1 Mentioned
- 6 Program skip

Q28_1 Got them for free

Q28_2 Bought them

Q28_3 Other (*SPECIFY:* _____)

Q28_4 Don't know/Not sure

Q28_5 Refused

****Q28_6** Both got them for free and bought them

Q29. *[ASK IF Q28_1=1]* Did you participate in another utility program that gave away or installed free CFLs?

- 1 No
- 2 Yes
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q30. *[ASK IF Q29 = 2]* Through which programs did you get CFLs?

- **1 Don't remember
- **2 PG&E, Edison, etc (Power company)
- **3 From a school or college
- **4 Earth Day event
- **5 Ace Hardware (store giveaway)
- **6 YMCA
- **7 Aquarium at Long Beach
- **8 County fair
- **9 Chamber of Commerce Events
- **10 City events
- **11 Energy fair/festival
- **12 High Sierra
- **13 Lighting exchange
- **14 Community Energy Partnership
- **15 From work place event
- **16 Rebate/other program (don't know name)
- **17 Farmers market

Q31. *[ASK IF Q28_2=1, ELSE SKIP TO Q33INT]* Where did you buy your previous CFLs? *(RECORD MULTIPLE RESPONSES)*

For Q31_1 to Q31_11:

- 0 Not mentioned

LGP CFL Giveaway Verification Report

- 1 Mentioned
- 6 Program skip

Q31_1 Grocery store

Q31_2 Large Home Improvement Store (Home Depot, Lowe's, etc.)

Q31_3 Big box store (Wal-Mart, K-mart, etc.)

Q31_4 Warehouse/Club Store (Costco, Sam's Club, etc.)

Q31_5 Hardware store

Q31_6 Lighting store

Q31_7 Other (*SPECIFY:* _____)

Q31_8 Don't know

Q31_9 Refused

****Q31_10** Dollar store

****Q31_11** Drug store (Walgreens, CVS, etc.)

Q32. *[ASK IF Q28_2=1]* About how much did you pay for the last CFL you purchased?

- 1 Enter cost
- 6 Program skip
- 8 Don't know/Not sure *[SKIP TO Q33INT]*
- 9 Refused *[SKIP TO Q33IN]*

Q32DOL. *[ASK IF Q32=1] [RECORD COST]*

_____ [COST]

- 6 Program skip

LGP CFL Giveaway Verification Report

Q33INT. At what price do CFLs become too expensive for your household to consider? That is, what price does a CFL need to be before you no longer consider it as a likely product for your home?

- 1 Enter cost
- 2 Would consider them at any price *[SKIP TO Q34]*
- 6 Program skip
- 8 Don't know/Not sure *[SKIP TO Q34]*
- 9 Refused *[SKIP TO Q34]*

Q33. *[RECORD COST]*

_____[COST]

- 6 Program skip

Q34. If the **free CFLs** had not been available, would you have purchased new **CFLs** at about the same time that you received the free bulb?

- 1. No
- 2. Yes
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

STORED/GIVEN AWAY BATTERY

LGP CFL Giveaway Verification Report

[IF STORED=1 CONTINUE, ELSE SKIP TO Q39]

Q35. Now I'd like to ask you a few questions about the CFLs that you received but did not install.

You mentioned earlier that you are storing some of the CFL(s) you received. Why are you storing this/these CFL(s)? *[DO NOT READ LIST BELOW, BUT SCORE RESPONSES INTO THESE GROUPS]*

For Q35_1 to Q35_10:

0 Not mentioned

1 Mentioned

-6 Program skip

Q35_1 So I have them on hand if a bulb burns out

Q35_2 Did not know where else to use them

Q35_3 Received more CFLs than I needed

Q35_4 I plan to give them to someone else

Q35_5 Can't/won't use them in certain rooms

Q35_6 Can't/won't use them in certain applications (e.g., with dimmer switches)

Q35_7 Other (*SPECIFY*)

Q35_8 Don't know

Q35_9 Refused

****Q35_10** Will install, haven't got to it yet

Q36. I am going to describe 4 approaches for how people use their CFL bulbs. Please tell me which of the following best applies to your household. More than one strategy may apply.

For Q36_1 to Q36_9:

LGP CFL Giveaway Verification Report

0 Not mentioned

1 Mentioned

-6 Program skip

Q36_1 I only use CFLs in certain locations and when those burn out I will replace them with another CFL

Q36_2 I actively look for fixtures in which CFLs will work and then change the bulb in that fixture

Q36_3 I wait for incandescent bulbs to burn out and then install a CFL in that fixture if it will fit

Q36_4 I install the CFL and determine if the light is right for that room. If it is, I retain the CFL and if not, I change it back to a different bulb

Q36_5 Other (specify)

Q36_6 Don't know

Q36_7 Refused

****Q36_8** Doesn't use CFLs at all/don't fit

****Q36_9** Uses all CFLs in all fixtures

Q37. About how many CFLs do you now have in storage?

_____[RECORD TOTAL STORED]

-6 Program skip

-8 Don't know/Not sure

-9 Refused

Q38. When do you think you will install one of the CFL(s) you have in storage? Would you say within the next 3 months, 3 to 6 months from now, 6 to 12 months from now, more than a year from now, or never?

1 Within the next 3 months

LGP CFL Giveaway Verification Report

- 2 3 to 6 months from now
- 3 6 to 12 months from now
- 4 More than a year from now
- 5 More than 3 years from now
- 6 Never
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q39. *[ASK IF GIVEN=1]* You mentioned earlier that you gave away the CFL(s) you received. Does the person to whom you gave the CFL(s) live in California?

- 1 No
- 2 Yes
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q40. *[ASK FOR ALL, EXCEPT BUSINESS ONLY INSTALLS]* Including the free CFL(s) that we have been discussing, how many total CFLs do you think are installed in your home?

_____ *[RECORD TOTAL CFLS]*

- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

DEMOGRAPHICS QUESTIONS

Q41. We're almost finished. I just have a few questions about your household to make sure we're getting a representative sample of [UTILITY] customers.

Who is your electric service provider? Is it (*READ LIST*)

- 1. SDG&E?
- 2. SCE?
- 3. PG&E?
- 4. Another utility? (*RECORD RESPONSE*)
- *5 Alameda Power Telecom
- *6 Edison
- *7 MIB
- *8 SMUD
- *9 From the city
- *10 DWP
- *11 IID
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q42. In what type of building do you live? (*READ LIST IF NEEDED*)

- 1 A one-family home detached from any other house
- 2 A one-family home attached to one or more houses

- 3 A building with 2 apartments
- 4 A building with 3 or 4 apartments
- 5 A building with 5 or more apartments
- 6 A mobile home
- 7 Other (*SPECIFY*)
- *8 Dorm
- *9 Office building
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q43. Including yourself, how many people currently live in your home year-round?

_____ People

- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q44. Which of the following best represents your annual household income from all sources in 2007, before taxes? Was it(*READ*)

- 1 Less than \$20,000 per year
- 2 \$20,000-49,999
- 3 \$50,000-74,999
- 4 \$75,000-99,999
- 5 \$100,000-149,999
- 6 \$150,000-199,999

- 7 \$200,000 or more
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q45H Are you Spanish/Hispanic/Latino?

- 1 No
- 2 Yes
- 6 Program skip
- 8 Don't know/Not sure
- 9 Refused

Q45. What is your race? (*INDICATE ALL THAT APPLY*)

For Q45_1 to Q45_19:

- 0 Not mentioned
- 1 Mentioned
- 6 Program skip

Q45_1 White

Q45_2 Black, African American

Q45_3 American Indian or Alaska Native

Q45_4 Asian

Q45_5 Chinese

Q45_6 Japanese

Q45_7 Korean

Q45_8 Vietnamese

Q45_9 Filipino

Q45_10 Native Hawaiian

Q45_11 Guamanian or Chamorro

Q45_12 Samoan

Q45_13 Other (*SPECIFY*)

Q45_14 Don't know/Not sure

Q45_15 Refused

****Q45_16** Hispanic/Latino/Mexican

****Q45_17** American

****Q45_18** Indian

****Q45_19** Spanish

Q46. Lastly, in order to improve the performance of several energy efficiency programs, the California Public Utilities Commission and your local electric utility may want to visit the homes of selected customers to collect and analyze additional information. For instance, one goal might be to better understand the amount of energy used by CFLs compared to other lighting technologies. No one would try to sell you anything, and you would not be contacted by anyone else interested in selling you anything.

Would you allow a representative of the California Public Utilities Commission to visit your home to collect additional energy equipment information?

1 No

2 Yes

-6 Program skip

-8 Don't know/Not sure

-9 Refused

Q46YES [IF Q46=2] That's great. Someone will contact you in the next month or two to provide more details and to schedule a visit.

Those are all the questions I have for you today, thank you for helping us with this survey.

- 1 Continue
- 6 Program skip

SAMPLE VARIABLES

CASEID Unique case identifier

INTDATE Date of interview

QUOTA Number representing all events (matches response rate report)

REPNUM Number of sample replicate released for calling

UTILITY Name of utility

PROGNUM Program number

PROGNAM Name of program

EVENT Name of event

EVTTYPE Type of event

LGP CFL Giveaway Verification Report

EVDATE Date of event

EVCITY Event city

AAPOR Final disposition from call

1100 Complete – not recruited
1101 Complete - recruited
1102 Complete – business install only complete

HOMEINS Flag for CFLs installed in home

BUSINS Flag for CFLs installed in business

STORED Flag for CFLs being stored/saved

FORGOT Flag for misplaced or forgotten CFLs

DISCARD Flag for discarded or thrown away CFLs

GIVEN Flag for CFLs given away to someone

OTHNUM Flag for other destination for CFLs

MISLOOP Flag for loops missed at beginning of data collection for each CFL in each room. Data has been inputted.

Q5Q6 Flag for over or under discrepancies between Q5 and Q6 totals.

Q13Q6A Flag for over or under discrepancies between Q13 and Q6A.

Q40Q6A Flag for over or under discrepancies between Q40 and Q6A.

Q37Q6C Flag for over or under discrepancies between Q37 and Q6C.

APPENDIX E: EGAA CFL DOCUMENTATION DATA REQUEST

To: IOUs via EEGA
From: CPUC-ED
Date: April 30, 2008
Subject: Data request for CFL documentation for 06-08 cycle

As part of the CPUC's 06-08 verification and evaluation efforts needed to credit the IOUs with savings from installed CFLs, it will be important to make sure the number of bulbs being claimed for savings are less than or equal to the number of bulbs acquired by the IOUs, to cover of the programs or events in which the bulbs are delivered to the end-user. As a result, the CPUC needs to review CFL procurement and product delivery/shipping records as well as CFL invoicing and payment records. This review will allow the CPUC to confirm the acquisition of CFLs that can be credited for savings by the evaluation contractors for the 06-08 program cycle.

As a result, the CPUC is posting this data request for the delivery of the following types of CFL ordering, delivery, payment and distribution records for bulbs associated with the 06-08 program cycle. Note that this request does not apply to CFLs being claimed through the Upstream Lighting Program (unless the records cover both types of programs), but does apply to all other programs that distribute CFLs and includes all programs that have a free CFL giveaway component.

For CFLs for which the IOU will be paying for via PGC funds, please submit the following information.

1. Copies of contracts, purchase agreements, purchase orders and documents of a similar nature related to the production, acquisition, shipping, and distributing of CFLs for which savings will be credited to the 06-08 program cycle. Copies of new documents as they are developed for the remainder of the 06-08 cycle.
2. Copies of CFL price lists that apply to IOU procurements for which savings are or will be claimed for the 06-08 cycle. Future price lists to be provided as received for application in the 06-08 cycle.
3. Copies of invoices from CFLs suppliers, distributors, vendors or other trade allies for which payment for CFLs have been or are to be made for CFLs credited to the 06-08 PGC. Copies of

new invoices as they are developed for the 06-08 cycle.

1. Detailed accounting of individual payments made to any supplier of CFLs in which those CFLs are or will be applied to the 06-08 cycle savings. Future payment accounting delivered as they are developed for the 06-08 cycle.

Please forward this information to:

John Boroski, ECONorthwest, boroski@portland.econw.com

(503) 222-6060

888 SW 5th Ave, Suite 1460

Portland, OR 97204